



HOUSING WEEK

FOR LEASING SEASON 2026-2027

SEPTEMBER 29- OCTOBER 3 • LIVE from @pocsolemiss Facebook page

Parents of College Students - Ole Miss Housing Week is BACK! This is our online social event to allow out-of-town parents of Ole Miss students to tour your property! While apartment communities have achieved 100 percent occupancy from the start in recent years, the next school year will surely feel different with the addition of 4+ new complexes in 2026 and four or more coming in 2027. The days of incentives, promotions, and advertising will return. And with that, we're bringing back our POM Housing Week! Here's your chance to inform the parents (i.e., the rent payers!) about the perks of YOUR property NOW!

We haven't had to do a Housing Week since 2021 because you were full! Now is your chance to showcase your property. We will be doing 2-3 Facebook Live video tours each day of the week of September 29-October 3 (10am, 12noon, and 2pm). Each video will be 10-15 minutes long and include a tour of your property and/or model unit, a brief Q&A with the manager or leasing professional, and a comprehensive overview of the location, rates, and other pertinent information. These videos will be available on our Facebook page indefinitely and added to our "Housing 2026" page on our website for anyone to view. During our previous Housing Weeks, Parents watched more than 26,000 minutes of each year's Housing Week event!

PACKAGE 1

6-month contract @ \$400/month or 12-month contract @ \$350/month

- A Facebook Live video tour during POM Housing Week
- 2 monthly posts (on an apartment *rotator*) on POM social media pages
- Your business will be included in an article about the housing options in Oxford
- Your business will be included in the POM Housing Week teaser info published in the bi-weekly POM newsletter (with more than 36,000 subscribers)

PACKAGE 2

6-month contract @ \$575/month or a 12-month contract @ \$500 per month

- A Facebook Live video tour during POM Housing Week
- A Rotating Square Sidebar ad on ParentsOfCollegeStudents.com/OleMiss
- 2 *dedicated* monthly posts for your business on POM social media pages
- Your business will be included in an article about the housing options in Oxford with *additional ad* in article
- Your business will be included in the POM Housing Week teaser info published in the bi-weekly POM newsletter and receive 2 ads per 6 months in newsletter (with more than 36,000 subscribers)

NEW 2026

APARTMENTS

The Ruby - Oxford Commons
Ivy & Elm - Oxford Way
Edison - Colonnade Crossing
The Belle- Two new bldgs

NEW 2027

APARTMENTS

Anderson Road Project
Julep
2nd Colonnade Crossing
New on-campus with Greystar

CURRENT APARTMENTS

607 South
Archive
Arbors
Azul
Belle at the Lamar
Cambridge Station
The Domain
Faulkner Flats
Flatts at South Campus
Hooper Hill
Hooper Hollow
Lark
Lexington Point
Pearl 1
Pearl 2
Quarters
Redpoint Oxford
Revel Oxford
The Suites
Taylor Bend
Traditions
UClub Townhomes
Village Walk
Wellington
West 100